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Tropicana



News Release

FOR IMMEDIATE RELEASE

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Picking up Bizarre Litter Could Pay Off

Enter the Keep NC Beautiful Fall 2014 Unusual Litter Contest to Win Cash Prizes

Charlotte, NC – Half a mannequin found in Huntersville, a Brazilian banknote found in Manteo and a 1958 report cards from Asheboro City Schools - What do these things share in common? They are past entries submitted to the Keep NC Beautiful and PepsiCo's *Unusual Litter Contest*, which is currently open to all who participate in the N.C. Department of Transportation's *Litter Sweep* which runs September 20 through October 4, 2014 or any organized litter cleanup event taking place during that time period.

Winning entries are awarded 1st place cash prize of \$250, 2nd place \$100 and 3rd place \$50. It's easy to enter the contest – find unusual litter during a litter pickup, take a picture of it and complete the required entry form. All entry forms are due by October 31, 2014 can be downloaded at www.KeepNCBeautiful.org. Entries can be returned to Keep NC Beautiful via UPS mail or e-mailed for consideration (see below for details).

Unusual litter must be found on N.C. roadways; roadway signage; animals or reptiles are excluded from contest. Photographs will not be returned and may be used to promote litter prevention programs.

This contest is sponsored by PepsiCo, a Keep NC Beautiful partner in fighting litter along our roadsides.

INFO ON KEEP NC BEAUTIFUL:

Keep NC Beautiful is a nonprofit organization that engages and supports individuals and organizations to keep NC beautiful through a network of 35 affiliates in 33 counties statewide. KNCB focus areas are litter prevention and cleanup, recycling and waste reduction and beautification.

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